

County Snapshot

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Mendocino County is located in northern California along the Pacific Ocean. The county's southern border is approximately 90 miles north of San Francisco. Humboldt, Trinity, Tehama, Glenn, Lake, and Sonoma counties border on the inland side. A spectacular coastline, majestic mountains, and fertile valleys are found within the county's 3,510 square miles.

Between 1990 and 1999, Mendocino County's population increased by 10 percent. A projected population of 118,800 by the year 2020 will amount to a substantial increase of more than 31 percent over the current population.

The 1999 annual average statistics show the civilian labor force for Mendocino County to be 41,960 with an unemployment rate of 6.8 percent. The state's unemployment rate was 5.2 percent for the same year.

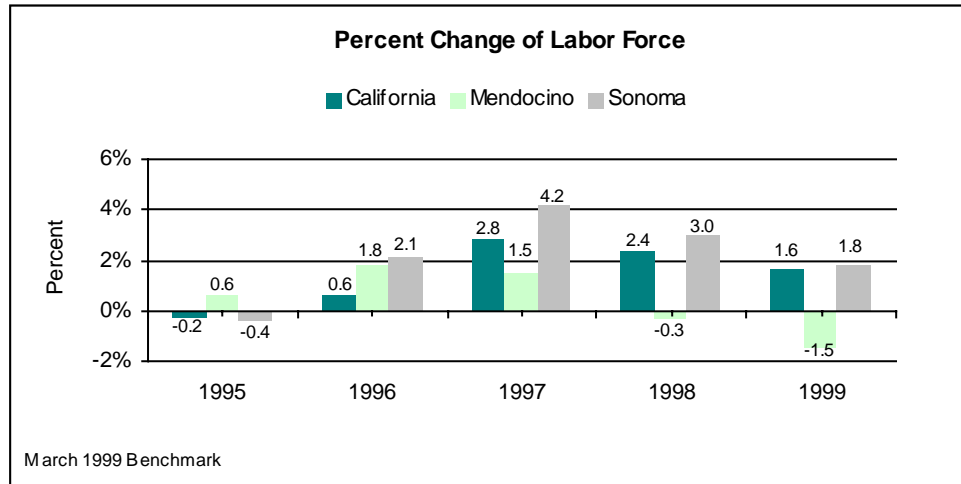
Services is the dominant industry division in the county, accounting for 24.4 percent of total employment. Retail trade, another significant industry sector, accounts for 21.4 percent and government makes up 17.3 percent of the total.

Most of the jobs in Mendocino's future nonfarm wage and salary employment will be in the services, retail trade, and manufacturing sectors. Services, the fastest growing industry, is projected to add 1,560 jobs by 2004, a growth of 20.9 percent. Retail trade is projected to grow by 13.7 percent and manufacturing has a 10.3 percent projected growth. The growth in manufacturing will be strongly influenced by agriculture, as most of the new jobs will be in the food and kindred products sector.

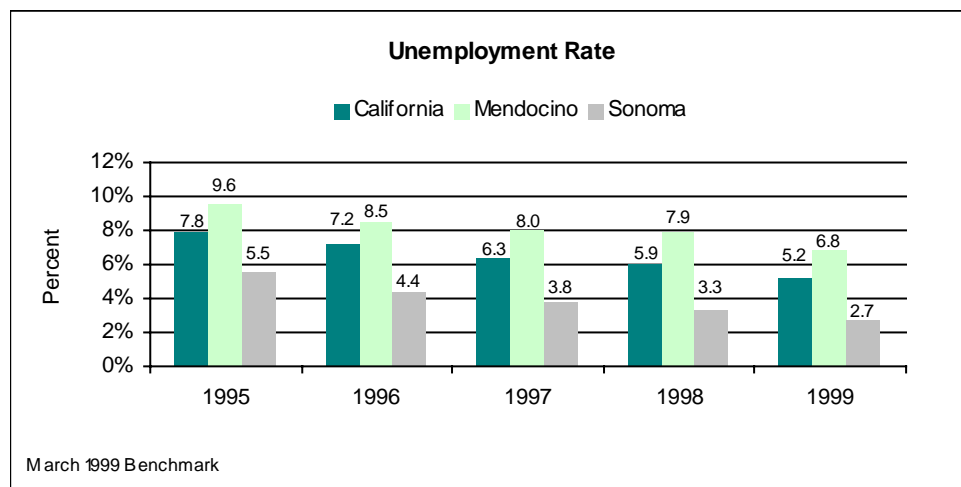
Job growth creates opportunity and is considered to be one measure of economic health. Mendocino County continues to record job growth and declining unemployment rates.

LABOR FORCE

Mendocino County's economy is affected by seasonality, which can result in cyclical instability and slow growth. The county's civilian labor force posted gains in 1996 and 1997 but recorded declines the last two years. Cumulative growth over the years 1995 to 1999 was a moderate 1.5 percent. Neighboring Sonoma County has sustained labor force gains over the same period.

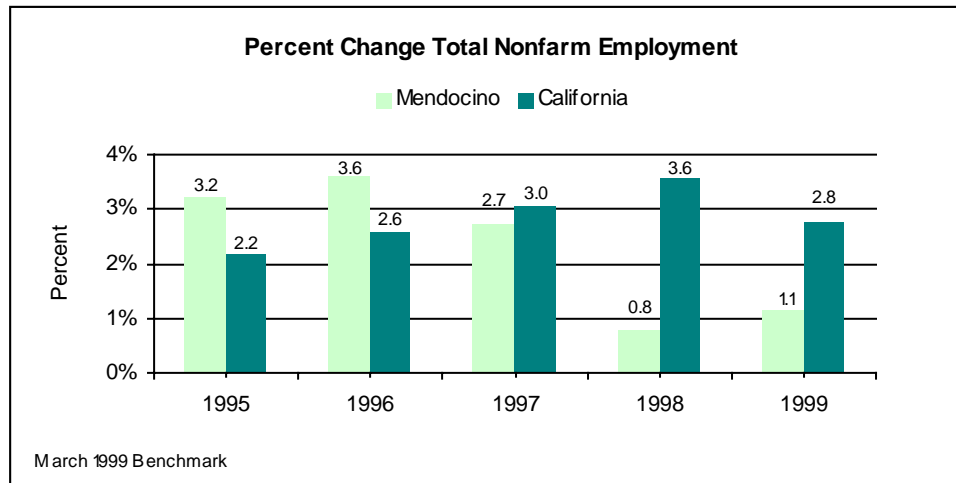


Since 1995, unemployment rates for Mendocino and neighboring Sonoma County have declined steadily, indicative of employment opportunities in the area. In 1999, Mendocino's annual average unemployment rate dropped to 6.8 percent down from 9.6 percent recorded in 1995.

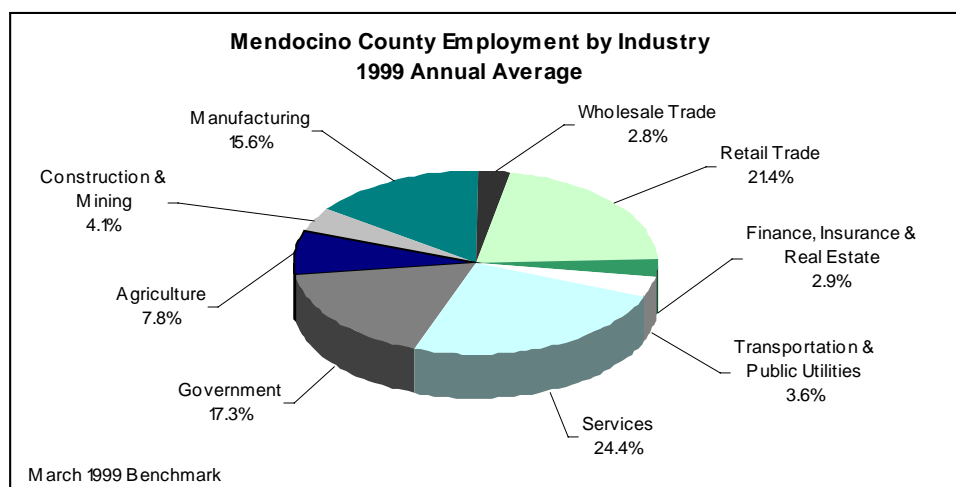


INDUSTRY EMPLOYMENT

Mendocino County's nonfarm wage and salary employment posted significant job growth in 1996, due, in part, to gains in the retail trade and services sectors. In 1999, payroll employment grew by 1.1 percent with the same two sectors providing over 51 percent of the new jobs.



In 1999, Mendocino County employment was dominated by the services, retail trade and manufacturing sectors. Projections in nonfarm employment for this area indicate that these same industries will account for 79 percent of the 3,860 job growth forecast from 1997 to 2004.



OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and have high turnover rates generally provide the most job openings. Mendocino County is projected to have many employment opportunities in high turnover occupations.

Associated Occupations	SERVICES 1997 – 2004 Projected Growth 20.9%
	Amusement, Recreation Attendants – 140 job openings. Perform any of a variety of attending duties at amusement or recreation facility. Short-term on-the-job training. Median Hourly Wage - \$7.49
	General Managers, Top Executives – 70 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$19.73
	Laborers, Landscaping / Groundskeeping – 70 job openings. Maintain grounds of property using hand or power tools or equipment. May work in nursery facility or at customer location. Workers typically perform a variety of tasks including, sod laying, mowing, trimming, planting. Short-term on-the-job training. Median Hourly Wage - \$8.77
	Hotel Desk Clerks – 50 job openings. Accommodate hotel patrons by registering and assigning rooms to guests, issue room keys, transmit and receive messages, keeping records of occupied rooms and guests' accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests. Short-term on-the-job training. Median Hourly Wage - \$7.66
	Home Health Care Workers – 50 job openings. Care for elderly, convalescent, or handicapped persons in the homes of their patients. Short-term on-the-job training. Median Hourly Wage - \$7.20
Associated Occupations	RETAIL TRADE 1997 – 2004 Projected Growth 13.7%
	Salespersons, Retail – 270 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$7.10
	Cashiers – 150 job openings. Handle cash and credit payments, make change, give receipts, account for all payments, and perform related clerical duties. Short-term on-the-job training. Median Hourly Wage - \$7.21
	First-Line Supervisor / Manager Sales – 70 job openings. Directly supervise and coordinate activities of marketing, sales, and related workers. May perform management functions, such as budgeting, accounting, marketing, and personnel work. Work Experience. Median Hourly Wage - \$12.72
	General Managers, Top Executives – 50 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$19.73
	Food Preparation Workers – 40 job openings. Perform a variety of food preparation duties, such as preparing cold foods and maintaining and cleaning kitchen work areas, equipment, and utensils. Short-term on-the-job training. Median Hourly Wage - \$5.79
Associated Occupations	MANUFACTURING 1997 – 2004 Projected Growth 10.3%
	Food Service Workers, NEC – 60 job openings. Calls to cooks and verifies food orders in drive-in restaurant or restaurant specializing in fast service; reviews order for accuracy and tabulates check; may prepare and cook foods that can be completed in short time. Short-term on-the-job training. Median Hourly Wage - \$6.27
	Machine Builders And Other Precision Machine Assemblers – 50 job openings. Construct, assemble, or rebuild machines, such as engines, turbines, and office machines, or equipment used in construction, oil fields, rolling mills, textile and paper manufacturing, woodworking, printing, and food wrapping. Work Experience. Median Hourly Wage - \$12.17
	General Managers, Top Executives – 40 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$19.73
	Packaging and Filling Machine Operators and Tenders – 40 job openings. Operate or tend machines such as filling machines, casing running machines, ham rolling machines, preservative filling machines, baling machines, wrapping and stuffing machines to prepare industrial or consumer products as end products or for storage and shipment. Moderate-term on-the-job training. Median Hourly Wage - \$7.72
	Salespersons, Retail – 30 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$7.10

This **County Snapshot** is a product of:
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Labor Market Information Division
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